

# Postgraduate Diploma Industry, Design and Planning in Event Management





## Postgraduate Diploma Industry, Design and Planning in Event Management

- » Modality: online
- » Duration: 6 months
- » Certificate: TECH Global University
- » Credits: 18 ECTS
- » Schedule: at your own pace
- » Exams: online
- » Target Group: University graduates who have previously completed studies in Marketing and the Social Sciences and who want to make a quality leap in their professional careers. Creating their own event agency whether as Event Managers or as Businesspeople.

Website: [www.techtute.com/us/school-of-business/postgraduate-diploma/postgraduate-diploma-industry-design-planning-event-management](http://www.techtute.com/us/school-of-business/postgraduate-diploma/postgraduate-diploma-industry-design-planning-event-management)

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# 01

# Welcome

Developing the necessary skills in the event management environment, in a world that is advancing at a fast pace and where the digital revolution is taking over more and more spaces, is essential to successfully carry out the professional work. Knowing in depth the event industry, business tourism; mastering as an expert the design and planning of events will make you stand out in the market. You will find in this program all the most up-to-date knowledge with a completely online study methodology, which will allow the student to graduate in a few months guided by specialists.



Postgraduate Diploma in Industry, Design and Planning in Event Management.  
TECH Global University



“

*This program will provide you with a huge practical focus, a great experiential value of real and current cases, through the most innovative 100% online learning formula"*

02

# Why Study at TECH?

TECH is the world's largest 100% online business school. It is an elite business school, with a model based on the highest academic standards. A world-class centre for intensive managerial skills training.



“

*TECH is a university at the forefront of technology, and puts all its resources at the student's disposal to help them achieve entrepreneurial success"*

## At TECH Global University



### Innovation

The university offers an online learning model that combines the latest educational technology with the most rigorous teaching methods. A unique method with the highest international recognition that will provide students with the keys to develop in a rapidly-evolving world, where innovation must be every entrepreneur's focus.

"Microsoft Europe Success Story", for integrating the innovative, interactive multi-video system.



### The Highest Standards

Admissions criteria at TECH are not economic. Students don't need to make a large investment to study at this university. However, in order to obtain a qualification from TECH, the student's intelligence and ability will be tested to their limits. The institution's academic standards are exceptionally high...

**95%** | of TECH students successfully complete their studies



### Networking

Professionals from countries all over the world attend TECH, allowing students to establish a large network of contacts that may prove useful to them in the future.

**100,000+**  
executives trained each year

**200+**  
different nationalities



### Empowerment

Students will grow hand in hand with the best companies and highly regarded and influential professionals. TECH has developed strategic partnerships and a valuable network of contacts with major economic players in 7 continents.

**500+** | collaborative agreements with leading companies



### Talent

This program is a unique initiative to allow students to showcase their talent in the business world. An opportunity that will allow them to voice their concerns and share their business vision.

After completing this program, TECH helps students show the world their talent.



### Multicultural Context

While studying at TECH, students will enjoy a unique experience. Study in a multicultural context. In a program with a global vision, through which students can learn about the operating methods in different parts of the world, and gather the latest information that best adapts to their business idea.

TECH students represent more than 200 different nationalities.



TECH strives for excellence and, to this end, boasts a series of characteristics that make this university unique:



### Analysis

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TECH explores the student's critical side, their ability to question things, their problem-solving skills, as well as their interpersonal skills.



### Academic Excellence

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TECH offers students the best online learning methodology. The university combines the Relearning methodology (the most internationally recognized postgraduate learning methodology) with Harvard Business School case studies. A complex balance of traditional and state-of-the-art methods, within the most demanding academic framework.



### Economy of Scale

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TECH is the world's largest online university. It currently boasts a portfolio of more than 10,000 university postgraduate programs. And in today's new economy, **volume + technology = a groundbreaking price**. This way, TECH ensures that studying is not as expensive for students as it would be at another university.



### Learn with the best

---

In the classroom, TECH's teaching staff discuss how they have achieved success in their companies, working in a real, lively, and dynamic context. Teachers who are fully committed to offering a quality specialization that will allow students to advance in their career and stand out in the business world.

Teachers representing 20 different nationalities.



*At TECH you will have access to Harvard Business School case studies"*

03

# Why Our Program?

Studying this TECH program means increasing the chances of achieving professional success in senior business management.

It is a challenge that demands effort and dedication, but it opens the door to a promising future. Students will learn from the best teaching staff and with the most flexible and innovative educational methodology.



“

*We have highly qualified teachers and the most complete syllabus on the market, which allows us to offer you training of the highest academic level"*

This program will provide students with a multitude of professional and personal advantages, particularly the following:

**01**

### A significant career boost

By studying at TECH, students will be able to take control of their future and develop their full potential. By completing this program, students will acquire the skills required to make a positive change in their career in a short period of time.

*70% of participants achieve positive career development in less than 2 years.*

**02**

### Develop a strategic and global vision of companies

TECH offers an in-depth overview of general management to understand how each decision affects each of the company's different functional areas.

*Our global vision of companies will improve your strategic vision.*

**03**

### Consolidate the student's senior management skills

Studying at TECH means opening the doors to a wide range of professional opportunities for students to position themselves as senior executives, with a broad vision of the international environment.

*You will work on more than 100 real senior management cases.*

**04**

### Take on new responsibilities

The program will cover the latest trends, advances and strategies, so that students can carry out their professional work in a changing environment.

*45% of graduates are promoted internally.*

05

### Access to a powerful network of contacts

TECH connects its students to maximize opportunities. Students with the same concerns and desire to grow. Therefore, partnerships, customers or suppliers can be shared.

*You will find a network of contacts that will be instrumental for professional development.*

06

### Thoroughly develop business projects

Students will acquire a deep strategic vision that will help them develop their own project, taking into account the different areas in companies.

*20% of our students develop their own business idea.*

07

### Improve soft skills and management skills

TECH helps students apply and develop the knowledge they have acquired, while improving their interpersonal skills in order to become leaders who make a difference.

*Improve your communication and leadership skills and enhance your career.*

08

### Be part of an exclusive community

Students will be part of a community of elite executives, large companies, renowned institutions, and qualified professors from the most prestigious universities in the world: the TECH Global University community.

*We give you the opportunity to train with a team of world renowned teachers.*

# 04 Objectives

In the corporate and business environment it is important to have precise skills when it comes to the event management. Knowing the appropriate protocols, as well as the trends is essential to succeed in the strategies implemented. The purpose of this program is to train the professional with the most up-to-date knowledge about the industry, design and event planning, showing the concepts, processes, standards and tools to be implemented for a correct performance in their functions.



“

*Stand out for your skills as a professional event planner, applying the most correct and innovative strategies for the benefit of your company and clients"*

TECH makes the goals of their students their own goals too.  
Working together to achieve them.

The Postgraduate Diploma in Industry, Design and Planning in Event Management will enable students to:

01

Know the MICE sector, its scope of action and who is part of it

04

Differentiate each type of event according to objective and need

02

Understand the events and business tourism industry



03

Direct the Destination or Event Marketing

05

Design events in the context of the experience economy, Design Thinking co-creation, and Marketing

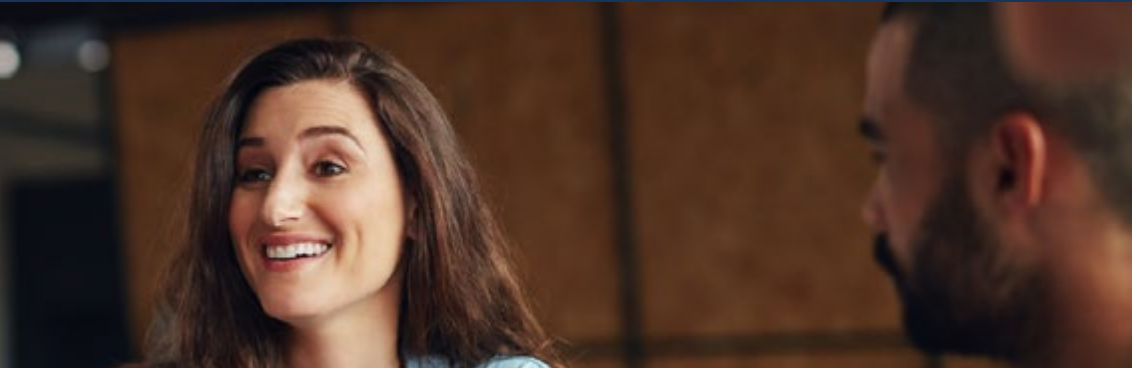


06

Manage projects from information gathering through to presentation

08

Implement new trends in immersive and experiential events



09

Master all elements of event planning, from protocol, security, logistics, guests, speakers, transportation, timing, among others

07

Understand different techniques and tools involved in Event Design

10

Know the protocol to be followed in the event of an emergency

05

# Structure and Content

The content with a practical and experiential approach structured in 3 modules, will allow the professional an expanded and up-to-date vision of the concepts, to understand the events and business tourism industry at a global level; as well as to manage the appropriate design and execute the precise planning according to each need and objective. The diversity of formats in which the study material is presented provides dynamism and facilitates the learning process that takes place in a completely online environment.



“

*Master event design in the context of the experience economy, co-creation, Design Thinking and Marketing”*

## Syllabus

This Postgraduate Diploma in Industry, Design and Planning in Event Management provides the knowledge required by the professional who wishes to develop in a specialized and original way, with the development of innovative ideas, generally in a research context.

During the development of the program, structured in 3 specialized modules, the student will obtain the necessary tools and the most important and useful knowledge to develop professionally in the fields of strategy, communication, organization, planning, operations and logistics.

The identity of this program is given by its completely online format, with a great amount of multimedia resources that allow a dynamic and exemplifying learning; through an innovative methodology based on Relearning that is moving the foundations of the traditional study systems.

The 450 hours that compose this program are, therefore, used to the fullest. The student will analyze real cases of event planning, presented by expert teachers, which will allow them to acquire the necessary skills to make their profile stand out.

This program takes place over 6 months and is divided into 3 modules:

- Module 1.** The Industry of Business Events and Tourism
- Module 2.** Event Design
- Module 3.** Event Planning



### Where, When and How is it Taught?

TECH offers the possibility of developing this Postgraduate Diploma in Industry, Design and Planning in Event Management completely online. Over the course of 6 months, you will be able to access all the contents of this program at any time, allowing you to self-manage your study time.

*A unique, key, and decisive educational experience to boost your professional development and make the definitive leap.*

**Module 1. The Industry of Business Events and Tourism**

**1.1. The MICE World**

- 1.1.1. What Is the MICE Sector?
- 1.1.2. Who Do They Include?
- 1.1.3. Where Does It Operate?

**1.2. Actors and In-Depth Look at the Sector: Economic Impact**

- 1.2.2. Number of Events and People Moved Annually
- 1.2.3. Expectations for Growth in the Post-COVID Era

**1.3. Congresses, Conventions, Incentives**

- 1.3.1. What Is a Convention, a Congress and an Incentive?
- 1.3.2. Main Differences of These Events
- 1.3.3. Types of Conventions, Congresses and Incentives

**1.4. Fairs**

- 1.4.1. Main Characteristics of the Fairs
- 1.4.2. Types of Fairs
- 1.4.3. The Trade Show

**1.5. The Role of Convention Bureaus**

- 1.5.1. What Is a Convention Bureau?
- 1.5.2. Purpose of Convention Bureau
- 1.5.3. Coordination between Public and Private Entities

**1.6. Destination Marketing**

- 1.6.1. Strengths and Weaknesses of the Destination
- 1.6.2. Threats and Strengths of the Destination
- 1.6.3. Differentiation and Competitive Advantage

**1.7. Cultural Events**

- 1.7.1. The Cultural Events Market
- 1.7.2. Types of Cultural Events
- 1.7.3. How to Manage Profitable Cultural Events

**1.8. Musical Events**

- 1.8.2. Importance of Ticketing
- 1.8.3. Concert Merchandising and Sponsorship

**1.9. Social Events**

- 1.9.1. The Role of the Wedding Planner
- 1.9.2. Celebrations and Other Parties

**1.10. Sporting Events**

- 1.10.1. Major Sporting Events
- 1.10.2. Regulations for Sporting Events
- 1.10.3. Sponsoring

**Module 2. Event Design**

**2.1. Project Management**

- 2.1.1. Gathering Information, Project Start-Up: What do We Need to Know?
- 2.1.2. Study of Possible Locations
- 2.1.3. Pros and Cons of the Chosen Options

**2.2. Research Techniques. Desing Thinking**

- 2.2.1. Stakeholder Maps
- 2.2.2. Focus Group
- 2.2.3. Bench Marking

**2.3. Experiential Design Thinking**

- 2.3.1. Cognitive Immersion
- 2.3.2. Covert Observation
- 2.3.3. World Cafe

**2.4. Defining Target Audience**

- 2.4.1. Who the Event is Aimed at
- 2.4.2. Why Do We Do The Event?
- 2.4.3. What is the Purpose of the Event

**2.5. Trends**

- 2.5.1. New Trends in Staging
- 2.5.2. Digital Contributions
- 2.5.3. Immersive and Experiential Events

**2.6. Personalization and Design Space**

- 2.6.1. Adaptation of the Space to the Brand
- 2.6.2. Branding
- 2.6.3. Brand Manual

**2.7. Experience Marketing**

- 2.7.1. Living the Experience
- 2.7.2. Immersive Event
- 2.7.3. Fostering Memory

**2.8. Signage**

- 2.8.1. Signage Techniques
- 2.8.2. The Attendant's Vision
- 2.8.3. Coherence of the Story. Event with Signage

**2.9. The Event Venues**

- 2.9.1. Studies of Possible Venues. The 5 Why's
- 2.9.2. Choice of the Venue According to the Event
- 2.9.3. Selection Criteria

**2.10. Proposed Staging. Types of Scenarios**

- 2.10.1. New Staging Proposals
- 2.10.2. Prioritization of Proximity to the Speaker
- 2.10.3. Scenarios Related to Interaction

**Module 3. Event Planning**
**3.1. Timing and Organization of the Program**

- 3.1.1. Time Available for the Organization of the Event
- 3.1.2. Duration of the Event
- 3.1.3. Event Activities

**3.2. Space Organization**

- 3.2.1. Number of Expected Attendees
- 3.2.2. Number of Simultaneous Rooms
- 3.2.3. Room Formats

**3.3. Speakers and Guests**

- 3.3.1. Choice of Speakers
- 3.3.2. Contact and Confirmation of Speakers
- 3.3.3. Management of Speakers' Attendance

**3.4. Protocol**

- 3.4.1. Range of Invited Guests
- 3.4.2. Disposition of the Presidency
- 3.4.3. Parliamentary Organization

**3.5. Security/Safety**

- 3.5.1. Access Control: the Security Perspective
- 3.5.2. Coordination with Security Forces
- 3.5.3. Internal Control of Spaces

**3.6. Emergencies**

- 3.6.1. Evacuation Plan:
- 3.6.2. Study of the Needs in Case of Emergency
- 3.6.3. Creation of Medical Assistance Point

**3.7. Capabilities**

- 3.7.1. Assessment of Capacity
- 3.7.2. Distribution of Attendees at the Venue
- 3.7.3. Maximum Capacities and Decisions to Be Made

**3.8. Accessible**

- 3.8.1. Study of the Number of Accesses
- 3.8.2. Capacity of Each of the Accesses
- 3.8.3. Timing Calculation for Entry and Exit for Each Access

**3.9. Transport**

- 3.9.1. Assessment of Transportation Possibilities
- 3.9.2. Transportation Accessibility
- 3.9.3. Personal or Public Transportation Pros and Cons

**3.10. Locations**

- 3.10.1. How Many Locations Does the Event Have?
- 3.10.2. Where Are They Located
- 3.10.3. Ease of Access to Venues



*Open yourself to endless possibilities in today's job market with this specialized program in Industry, Design and Planning in Event Management"*

# 06

# Methodology

This academic program offers students a different way of learning. Our methodology uses a cyclical learning approach: **Relearning.**

This teaching system is used, for example, in the most prestigious medical schools in the world, and major publications such as the **New England Journal of Medicine** have considered it to be one of the most effective.







“

*Discover Relearning, a system that abandons conventional linear learning, to take you through cyclical teaching systems: a way of learning that has proven to be extremely effective, especially in subjects that require memorization"*

## TECH Business School uses the Case Study to contextualize all content

Our program offers a revolutionary approach to developing skills and knowledge. Our goal is to strengthen skills in a changing, competitive, and highly demanding environment.

“

*At TECH, you will experience a learning methodology that is shaking the foundations of traditional universities around the world”*



*This program prepares you to face business challenges in uncertain environments and achieve business success.*



*Our program prepares you to face new challenges in uncertain environments and achieve success in your career.*

### A learning method that is different and innovative

This TECH program is an intensive educational program, created from scratch to present executives with challenges and business decisions at the highest level, whether at the national or international level. This methodology promotes personal and professional growth, representing a significant step towards success. The case method, a technique that lays the foundation for this content, ensures that the most current economic, social and business reality is taken into account.

“

*You will learn, through collaborative activities and real cases, how to solve complex situations in real business environments”*

The case method has been the most widely used learning system among the world's leading business schools for as long as they have existed. The case method was developed in 1912 so that law students would not only learn the law based on theoretical content. It consisted of presenting students with real-life, complex situations for them to make informed decisions and value judgments on how to resolve them. In 1924, Harvard adopted it as a standard teaching method.

What should a professional do in a given situation? This is the question we face in the case method, an action-oriented learning method. Throughout the program, the studies will be presented with multiple real cases. They must integrate all their knowledge, research, argue and defend their ideas and decisions.

## Relearning Methodology

TECH effectively combines the Case Study methodology with a 100% online learning system based on repetition, which combines different teaching elements in each lesson.

We enhance the Case Study with the best 100% online teaching method: Relearning.

*Our online system will allow you to organize your time and learning pace, adapting it to your schedule. You will be able to access the contents from any device with an internet connection.*

At TECH you will learn using a cutting-edge methodology designed to train the executives of the future. This method, at the forefront of international teaching, is called Relearning.

Our online business school is the only one in the world licensed to incorporate this successful method. In 2019, we managed to improve our students' overall satisfaction levels (teaching quality, quality of materials, course structure, objectives...) based on the best online university indicators.



In our program, learning is not a linear process, but rather a spiral (learn, unlearn, forget, and re-learn). Therefore, we combine each of these elements concentrically.

With this methodology we have trained more than 650,000 university graduates with unprecedented success in fields as diverse as biochemistry, genetics, surgery, international law, management skills, sports science, philosophy, law, engineering, journalism, history, markets, and financial instruments. All this in a highly demanding environment, where the students have a strong socio-economic profile and an average age of 43.5 years.

*Relearning will allow you to learn with less effort and better performance, involving you more in your specialization, developing a critical mindset, defending arguments, and contrasting opinions: a direct equation to success.*

From the latest scientific evidence in the field of neuroscience, not only do we know how to organize information, ideas, images and memories, but we know that the place and context where we have learned something is fundamental for us to be able to remember it and store it in the hippocampus, to retain it in our long-term memory.

In this way, and in what is called neurocognitive context-dependent e-learning, the different elements in our program are connected to the context where the individual carries out their professional activity.



This program offers the best educational material, prepared with professionals in mind:



### Study Material

All teaching material is produced by the specialists who teach the course, specifically for the course, so that the teaching content is highly specific and precise.

These contents are then applied to the audiovisual format, to create the TECH online working method. All this, with the latest techniques that offer high quality pieces in each and every one of the materials that are made available to the student.



### Classes

There is scientific evidence suggesting that observing third-party experts can be useful.

Learning from an Expert strengthens knowledge and memory, and generates confidence in future difficult decisions.



### Management Skills Exercises

They will carry out activities to develop specific executive competencies in each thematic area. Practices and dynamics to acquire and develop the skills and abilities that a high-level manager needs to develop in the context of the globalization we live in.



### Additional Reading

Recent articles, consensus documents and international guidelines, among others. In TECH's virtual library, students will have access to everything they need to complete their course.





### Case Studies

Students will complete a selection of the best case studies chosen specifically for this program. Cases that are presented, analyzed, and supervised by the best senior management specialists in the world.



### Interactive Summaries

The TECH team presents the contents attractively and dynamically in multimedia lessons that include audio, videos, images, diagrams, and concept maps in order to reinforce knowledge.

This exclusive educational system for presenting multimedia content was awarded by Microsoft as a "European Success Story".



### Testing & Retesting

We periodically evaluate and re-evaluate students' knowledge throughout the program, through assessment and self-assessment activities and exercises, so that they can see how they are achieving their goals.



07

# Our Students' Profiles

The knowledge presented in this program is especially aimed at professionals in the communications, Marketing or business sectors who are enthusiastic about event management and who wish to make a qualitative leap in their professional careers.

Specifically guiding them in the design and planning of strategies appropriate to the industry, able to make a complete analysis of their production process in terms of excellence and quality of service.

Because of its online nature, the diversity of participants offers a multidisciplinary and multicultural nuance, which makes it a unique opportunity for professional Networking, meeting potential customers, suppliers or business partners, expanding the strategic and innovative vision of high experiential value.







“

*If you want to become a professional in the world of event management or you are looking to enhance your profile without interfering with your current activities, this is the program for you"*

### Average Age

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Between **35** and **45** years old

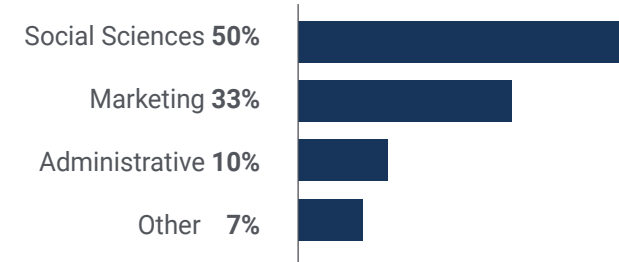
### Years of Experience

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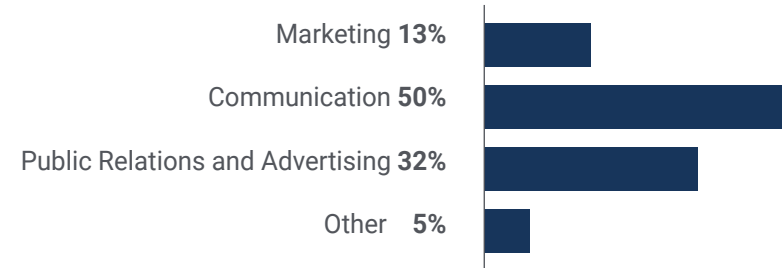
### Training

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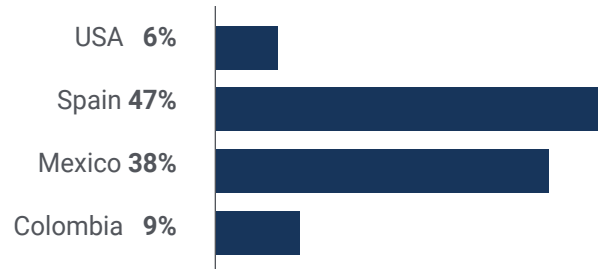
### Educational Profile

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## Geographical Distribution

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## Mónica Sánchez González

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Event Planner

*"I felt that in order to evolve in my career I needed more specific qualification. When I found this TECH Postgraduate Diploma, I understood that in addition to the desire to improve myself, it is essential to keep myself up-to-date. This program has given me a lot and today I feel more confident and pleased with the results obtained"*

08

# Course Management

For this Postgraduate Diploma we have assembled a teaching team with extensive experience in Event Management who are currently successfully developing their professional work and who, thanks to their extensive background in the business field, as well as in the academic or teaching field, will offer the student an exclusive teaching. Supported by the most secure and avant-garde platform and study methodology implemented by TECH.



“

*Throughout the learning process you will be supported by expert teachers, receiving a direct and personalized attention"*

## Management



### Mr. Gil Tomas, Tommy

- ◆ Founder and CEO of Atelier MICE
- ◆ Project Management Consultant for the UNESCO World Conference on Higher Education
- ◆ Development Director of Creativalab S.L.
- ◆ Director Barcelona Congreso Médic S.L.
- ◆ Master's Degree in Marketing Management
- ◆ Master's Degree in Pharmaceutical Marketing ISM-ESIC
- ◆ Diploma in Tax Law by ESINE



09

# Impact on Your Career

Aware of the desire of professionals to advance in their careers or businesses, and the need to obtain results in the shortest possible time, this program focuses its efforts on offering content that meets expectations, which will be reflected in the outcome of their next projects, not only in the short term, but also in a great career path in the future.





“

*Boost your path to success in the Industry,  
Design and Planning in Event Management  
with the skills developed through this program”*

**Are you ready to take the leap?  
Excellent professional development awaits you.**

The Postgraduate Diploma in Industry, Design and Planning in the Event Management develops the best capabilities and enhances the skills of its students, being able to face great challenges in today's business environment and in the future. Promoting personal and professional growth, helping you to achieve success more effectively.

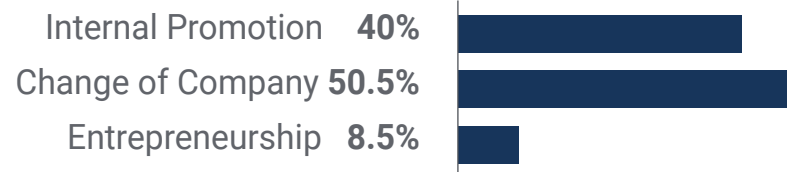
*Enroll now and get a Postgraduate Diploma in a few months and online. In one of the most demanded fields in the business world and with more opportunities in the entrepreneurial sector.*

*You will be a reference in your work environment, reaching your goals much sooner than you imagined.*

**Time of change**



**Type of change**



## Salary increase

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This program represents a salary increase of more than **25.22%** for our students.



10

# Benefits for Your Company

This qualification translates into benefits for the professional and their environment, as the individual will provide the most innovative solutions in the Industry, Design and Planning sector in the Event Management within their field of action. Providing the knowledge and skills developed during this Postgraduate Diploma, in relation to all aspects, market trends and models of action according to the proposed strategy.





“

*Improving the prestige of a brand or company, strengthening relationships, generating benefits; these are the results that can be obtained thanks to the proper planning of an event"*

Developing and retaining talent in companies is the best long-term investment.

01

### **Intellectual Capital and Talent Growth**

The professional will introduce the company to new concepts, strategies, and perspectives that can bring about significant changes in the organization.

---

02

### **Retaining high-potential executives to avoid talent drain**

This program strengthens the link between the company and the professional and opens new avenues for professional growth within the company.

03

### **Building agents of change**

You will be able to make decisions in times of uncertainty and crisis, helping the organization overcome obstacles.

---

04

### **Increased international expansion possibilities**

Thanks to this program, the company will come into contact with the main markets in the world economy.



05

### **Project Development**

The professional can work on a real project or develop new projects in the field of R&D or Business Development of your company.

---

06

### **Increased competitiveness**

This Postgraduate Diploma will equip your professionals with the skills to take on new challenges and therefore drive the organization forward.

11

# Certificate

The Postgraduate Diploma in Industry, Design and Planning in Event Management guarantees you, in addition to the most rigorous and up-to-date education, access to a Postgraduate Diploma issued by TECH Global University.





“

*Successfully complete this program and receive your university qualification without having to travel or fill out laborious paperwork”*

This program will allow you to obtain your **Postgraduate Diploma in Industry, Design and Planning in Event Management** endorsed by **TECH Global University**, the world's largest online university.

**TECH Global University** is an official European University publicly recognized by the Government of Andorra ([official bulletin](#)). Andorra is part of the European Higher Education Area (EHEA) since 2003. The EHEA is an initiative promoted by the European Union that aims to organize the international training framework and harmonize the higher education systems of the member countries of this space. The project promotes common values, the implementation of collaborative tools and strengthening its quality assurance mechanisms to enhance collaboration and mobility among students, researchers and academics.

This **TECH Global University** title is a European program of continuing education and professional updating that guarantees the acquisition of competencies in its area of knowledge, providing a high curricular value to the student who completes the program.

Title: **Postgraduate Diploma in Industry, Design and Planning in Event Management**

Modality: **online**

Duration: **6 months**

Accreditation: **18 ECTS**



\*Apostille Convention. In the event that the student wishes to have their paper diploma issued with an apostille, TECH Global University will make the necessary arrangements to obtain it, at an additional cost.



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